



www.thebostonchannel.com

WCVB
5 TV Place
Needham, MA 02492
Main: (781)449-0400
Billing: (781)433-4283

DUPLICATE

INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
918672-1	06/17/12	June 2012	05/28/12 - 06/17/12

Station	Account Executive	Sales Office	Sales Region
WCVB	Scott Tarka	Boston	Local

Billing Address:

Media Strategies - VA
Attention: Chris Vail
9990 Lee Highway/#210
Fairfax, VA 22030

Send Payment To:

WCVB
P.O. Box 26874
Lehigh Valley, PA 18002-6874

Advertiser	Product	Estimate Number
Warren/D/Senate	6/11-6/17	

Flight Dates	Order #	Alt Order #
06/11/12 - 06/17/12	918672	

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	06/11/12	06/17/12	5a Eyeopener	5-6a	- 1- 1- - -	:30	2	\$700.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 06/11/12 06/17/12 - 1- 1- - - 2 \$700.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB Tu 06/12/12 5:24 AM 5a Eyeopener 5-6a :30 EW12- 106 \$700.00 NM 2 WCVB Th 06/14/12 5:44 AM 5a Eyeopener 5-6a :30 EW12- 106 \$700.00 NM									
2	06/11/12	06/17/12	6a Eyeopener	558-7a	- 1112- -	:30	5	\$1,300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 06/11/12 06/17/12 - 1112- - 5 \$1,300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WCVB Tu 06/12/12 6:23 AM 6a Eyeopener 558-7a :30 EW12- 106 \$1,300.00 NM 3 WCVB W 06/13/12 6:58 AM 6a Eyeopener 558-7a :30 EW12- 106 \$1,300.00 NM 4 WCVB Th 06/14/12 6:58 AM 6a Eyeopener 558-7a :30 EW12- 106 \$1,300.00 NM 5 WCVB F 06/15/12 6:23 AM 6a Eyeopener 558-7a :30 EW12- 106 \$1,300.00 NM 1 WCVB F 06/15/12 6:38 AM 6a Eyeopener 558-7a :30 EW12- 106 \$1,300.00 NM									
3	06/11/12	06/17/12	Good Morning America	658-9a	- 1211- -	:30	5	\$1,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 06/11/12 06/17/12 - 1211- - 5 \$1,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WCVB Tu 06/12/12 8:55 AM Good Morning America 658-9a :30 EW12- 106 \$1,800.00 NM 3 WCVB W 06/13/12 8:29 AM Good Morning America 658-9a :30 EW12- 106 \$1,800.00 NM 1 WCVB W 06/13/12 8:41 AM Good Morning America 658-9a :30 EW12- 106 \$1,800.00 NM 4 WCVB Th 06/14/12 7:25 AM Good Morning America 658-9a :30 EW12- 106 \$1,800.00 NM 5 WCVB F 06/15/12 8:49 AM Good Morning America 658-9a :30 EW12- 106 \$1,800.00 NM									
4	06/16/12	06/16/12	6a Weekend Eyeopener	558-7a	- - - - - 1-	:30	1	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 06/11/12 06/17/12 - - - - - 1- 1 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB Sa 06/16/12 6:39 AM 6a Weekend Eyeopener 558-7a :30 EW12- 106 \$400.00 NM									
5	06/17/12	06/17/12	Weekend GMA	7-8a	- - - - - 1	:30	1	\$750.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 06/11/12 06/17/12 - - - - - 1 1 \$750.00									



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918672-1	06/17/12	June 2012	05/28/12 - 06/17/12
Advertiser	Product	Estimate Number	
Warren/D/Senate	6/11-6/17		

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
5	06/17/12	06/17/12	Weekend GMA	7-8a	-----1	:30	1	\$750.00	NM
06/11/12 06/17/12 -----1 1 \$750.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB Su 06/17/12 7:59 AM Weekend GMA 7-8a :30 EW12-106 \$750.00 NM									
6	06/13/12	06/13/12	REGIS AND KELLY DAY 9A-10A		--1----	:30	1	\$500.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 06/11/12 06/17/12 --1---- 1 \$500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB W 06/13/12 9:35 AM REGIS AND KELLY DAY 9A-10A :30 EW12-106 \$500.00 NM									
7	06/15/12	06/15/12	The View	1058-12n	----1--	:30	1	\$600.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 06/11/12 06/17/12 ----1-- 1 \$600.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB F 06/15/12 11:34 AM The View 1058-12n :30 EW12-106 \$600.00 NM									
8	06/14/12	06/14/12	Midday News	1158a-1230p	---1---	:30	1	\$400.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 06/11/12 06/17/12 ---1--- 1 \$400.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB Th 06/14/12 12:23 PM Midday News 1158a-1230p :30 EW12-106 \$400.00 NM									
9	06/12/12	06/12/12	Millionaire	1228-1p	-1-----	:30	1	\$400.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 06/11/12 06/17/12 -1----- 1 \$400.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB Tu 06/12/12 12:54 PM Millionaire 1228-1p :30 EW12-106 \$400.00 NM									
10	06/11/12	06/17/12	ELLEN EF	4P-5P	-1-11--	:30	3	\$800.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 06/11/12 06/17/12 -1-11-- 3 \$800.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB Tu 06/12/12 4:24 PM ELLEN EF 4P-5P :30 EW12-106 \$800.00 NM 2 WCVB Th 06/14/12 4:38 PM ELLEN EF 4P-5P :30 EW12-106 \$800.00 NM 3 WCVB F 06/15/12 4:48 PM ELLEN EF 4P-5P :30 EW12-106 \$800.00 NM									
11	06/11/12	06/17/12	Newscenter 5 at 5	5-6p	11111--	:30	5	\$1,000.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 06/11/12 06/17/12 11111-- 5 \$1,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB M 06/11/12 5:24 PM Newscenter 5 at 5 5-6p :30 EW12-106 \$1,000.00 NM 2 WCVB Tu 06/12/12 5:24 PM Newscenter 5 at 5 5-6p :30 EW12-106 \$1,000.00 NM 3 WCVB W 06/13/12 5:12 PM Newscenter 5 at 5 5-6p :30 EW12-106 \$1,000.00 NM 4 WCVB Th 06/14/12 5:27 PM Newscenter 5 at 5 5-6p :30 EW12-106 \$1,000.00 NM 5 WCVB F 06/15/12 5:29 PM Newscenter 5 at 5 5-6p :30 EW12-106 \$1,000.00 NM									
12	06/11/12	06/17/12	Newscenter 5 at 6	6-630p	11111--	:30	5	\$2,000.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 06/11/12 06/17/12 11111-- 5 \$2,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB M 06/11/12 6:24 PM Newscenter 5 at 6 6-630p :30 EW12-106 \$2,000.00 NM									

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertisers



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12	06/11/12	06/17/12	Newscenter 5 at 6	6-630p	11111--	:30	5	\$2,000.00	NM																																																								
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Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																																							
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3	WCVB	W	06/13/12	6:29 PM	Newscenter 5 at 6	6-630p	:30	EW12-106	\$2,000.00	NM																																																							
4	WCVB	Th	06/14/12	6:24 PM	Newscenter 5 at 6	6-630p	:30	EW12-106	\$2,000.00	NM																																																							
5	WCVB	F	06/15/12	6:24 PM	Newscenter 5 at 6	6-630p	:30	EW12-106	\$2,000.00	NM																																																							
13	06/11/12	06/17/12	6p News Weekend	6-630p	-----11	:30	2	\$750.00	NM																																																								
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	06/11/12	06/17/12	-----11	2	\$750.00																																																												
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1	WCVB	Sa	06/16/12	6:59 PM	6p News Weekend LR- Auto Racing	6-630p	:30	EW12-106	\$750.00	NM																																																							
2	WCVB	Su	06/17/12	6:28 PM	6p News Weekend	6-630p	:30	EW12-106	\$750.00	NM																																																							
14	06/12/12	06/12/12	M-F Inside Edition	658-730p	-1-----	:30	1	\$1,300.00	NM																																																								
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1	WCVB	Tu	06/12/12	7:28 PM	M-F Inside Edition	658-730p	:30	EW12-106	\$1,300.00	NM																																																							
15	06/15/12	06/15/12	Chronicle	728-8p	----1--	:30	1	\$1,300.00	NM																																																								
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1	WCVB	F	06/15/12	7:43 PM	Chronicle	728-8p	:30	EW12-106	\$1,300.00	NM																																																							
16	06/13/12	06/13/12	Duets	Prime Other	--W----	:30	1	\$5,000.00	NM																																																								
<table><tr><td>Weeks:</td><td>Start Date</td><td>End Date</td><td>MTWTFSS</td><td>Spots/Week</td><td>Rate</td></tr><tr><td></td><td>06/11/12</td><td>06/17/12</td><td>--W----</td><td>1</td><td>\$5,000.00</td></tr></table> <table><tr><td>Spots: #</td><td>Ch</td><td>Day</td><td>Air Date</td><td>Air Time</td><td>Description</td><td>Start/End Time</td><td>Length</td><td>Ad-ID</td><td>Rate</td><td>Type</td></tr><tr><td>1</td><td>WCVB</td><td>W</td><td>06/13/12</td><td>9:56 PM</td><td>Duets</td><td>Prime Other</td><td>:30</td><td>EW12-106</td><td>\$5,000.00</td><td>NM</td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		06/11/12	06/17/12	--W----	1	\$5,000.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WCVB	W	06/13/12	9:56 PM	Duets	Prime Other	:30	EW12-106	\$5,000.00	NM																						
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17	06/11/12	06/17/12	Newscenter 5 at 11	11-1130p	1-1-1--	:30	3	\$2,500.00	NM																																																								
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3	WCVB	F	06/15/12	11:28 PM	Newscenter 5 at 11	11-1130p	:30	EW12-106	\$2,500.00	NM																																																							
18	06/11/12	06/17/12	Newscenter 5 at 11	11-1130p	-1-1--1	:30	3	\$3,500.00	NM																																																								
<table><tr><td>Weeks:</td><td>Start Date</td><td>End Date</td><td>MTWTFSS</td><td>Spots/Week</td><td>Rate</td></tr><tr><td></td><td>06/11/12</td><td>06/17/12</td><td>-1-1--1</td><td>3</td><td>\$3,500.00</td></tr></table> <table><tr><td>Spots: #</td><td>Ch</td><td>Day</td><td>Air Date</td><td>Air Time</td><td>Description</td><td>Start/End Time</td><td>Length</td><td>Ad-ID</td><td>Rate</td><td>Type</td></tr><tr><td>1</td><td>WCVB</td><td>Tu</td><td>06/12/12</td><td>12:14 AM</td><td>Newscenter 5 at 11 LR- Basketball</td><td>11-1130p</td><td>:30</td><td>EW12-106</td><td>\$3,500.00</td><td>NM</td></tr><tr><td>2</td><td>WCVB</td><td>Th</td><td>06/14/12</td><td>12:21 AM</td><td>Newscenter 5 at 11 LR- Basketball</td><td>11-1130p</td><td>:30</td><td>EW12-106</td><td>\$2,000.00</td><td>NM</td></tr><tr><td>3</td><td>WCVB</td><td>Su</td><td>06/17/12</td><td>11:31 PM</td><td>Newscenter 5 at 11</td><td>11-1130p</td><td>:30</td><td>EW12-106</td><td>\$2,000.00</td><td>NM</td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		06/11/12	06/17/12	-1-1--1	3	\$3,500.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WCVB	Tu	06/12/12	12:14 AM	Newscenter 5 at 11 LR- Basketball	11-1130p	:30	EW12-106	\$3,500.00	NM	2	WCVB	Th	06/14/12	12:21 AM	Newscenter 5 at 11 LR- Basketball	11-1130p	:30	EW12-106	\$2,000.00	NM	3	WCVB	Su	06/17/12	11:31 PM	Newscenter 5 at 11	11-1130p	:30	EW12-106	\$2,000.00	NM
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																																												
	06/11/12	06/17/12	-1-1--1	3	\$3,500.00																																																												
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																																							
1	WCVB	Tu	06/12/12	12:14 AM	Newscenter 5 at 11 LR- Basketball	11-1130p	:30	EW12-106	\$3,500.00	NM																																																							
2	WCVB	Th	06/14/12	12:21 AM	Newscenter 5 at 11 LR- Basketball	11-1130p	:30	EW12-106	\$2,000.00	NM																																																							
3	WCVB	Su	06/17/12	11:31 PM	Newscenter 5 at 11	11-1130p	:30	EW12-106	\$2,000.00	NM																																																							
19	06/11/12	06/17/12	Post 1130p Late News	1130p-1135p	-----1-	:30	1	\$1,500.00	NM																																																								
<table><tr><td>Weeks:</td><td>Start Date</td><td>End Date</td><td>MTWTFSS</td><td>Spots/Week</td><td>Rate</td></tr><tr><td></td><td>06/11/12</td><td>06/17/12</td><td>-----1-</td><td>1</td><td>\$1,500.00</td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		06/11/12	06/17/12	-----1-	1	\$1,500.00																																												
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																																												
	06/11/12	06/17/12	-----1-	1	\$1,500.00																																																												

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertisers



www.thebostonchannel.com

Send Payment To:

WCVB
P.O. Box 26874
Lehigh Valley, PA 18002-6874

DUPLICATE INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
918672-1	06/17/12	June 2012	05/28/12 - 06/17/12
Advertiser	Product	Estimate Number	
Warren/D/Senate	6/11-6/17		

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
19	06/11/12	06/17/12	Post 1130p Late News	1130p-1135p	-----1-	:30	1	\$1,500.00	NM
06/11/12 06/17/12 -----1- 1 \$1,500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB Sa 06/16/12 11:35 PM Post 1130p Late News 1130p-1135p :30 EW12-106 \$1,500.00 NM									
20	06/11/12	06/17/12	Nightline	1135p-1206a	1-1----	:30	2	\$800.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 06/11/12 06/17/12 1-1---- 2 \$800.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB M 06/11/12 11:54 PM Nightline 1135p-1206a :30 EW12-106 \$800.00 NM 2 WCVB W 06/13/12 11:52 PM Nightline 1135p-1206a :30 EW12-106 \$800.00 NM									
21	06/14/12	06/14/12	REGIS AND KELLY DAY 9A-10A		---1---	:30	1	\$500.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 06/11/12 06/17/12 ---1--- 1 \$500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB Th 06/14/12 9:38 AM REGIS AND KELLY DAY 9A-10A :30 EW12-106 \$500.00 NM									
22	06/15/12	06/15/12	Midday News	1158a-1230p	----1--	:30	1	\$400.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 06/11/12 06/17/12 ----1-- 1 \$400.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB F 06/15/12 12:29 PM Midday News 1158a-1230p :30 EW12-106 \$400.00 NM									
23	06/14/12	06/14/12	Nightline	1135p-1206a	---1---	:30	1	\$800.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 06/11/12 06/17/12 ---1--- 1 \$800.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB Th 06/14/12 12:50 AM Nightline 1135p-1206a :30 EW12-106 \$800.00 NM LR- Basketball									
24	06/14/12	06/14/12	Chronicle	728-8p	---1---	:30	1	\$1,300.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 06/11/12 06/17/12 ---1--- 1 \$1,300.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB Th 06/14/12 7:44 PM Chronicle 728-8p :30 EW12-106 \$1,300.00 NM									
Total Spots							49		

Payment Terms 30 Days

<u>Gross Total</u>	\$67,550.00
<u>Agency Commission</u>	\$10,132.50
<u>Net Amount Due</u>	\$57,417.50